



# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**Fort Carson  
Colorado**

# BRIEFING OUTLINE

Fort Carson

## ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## ▮ **SURVEY RESULTS**

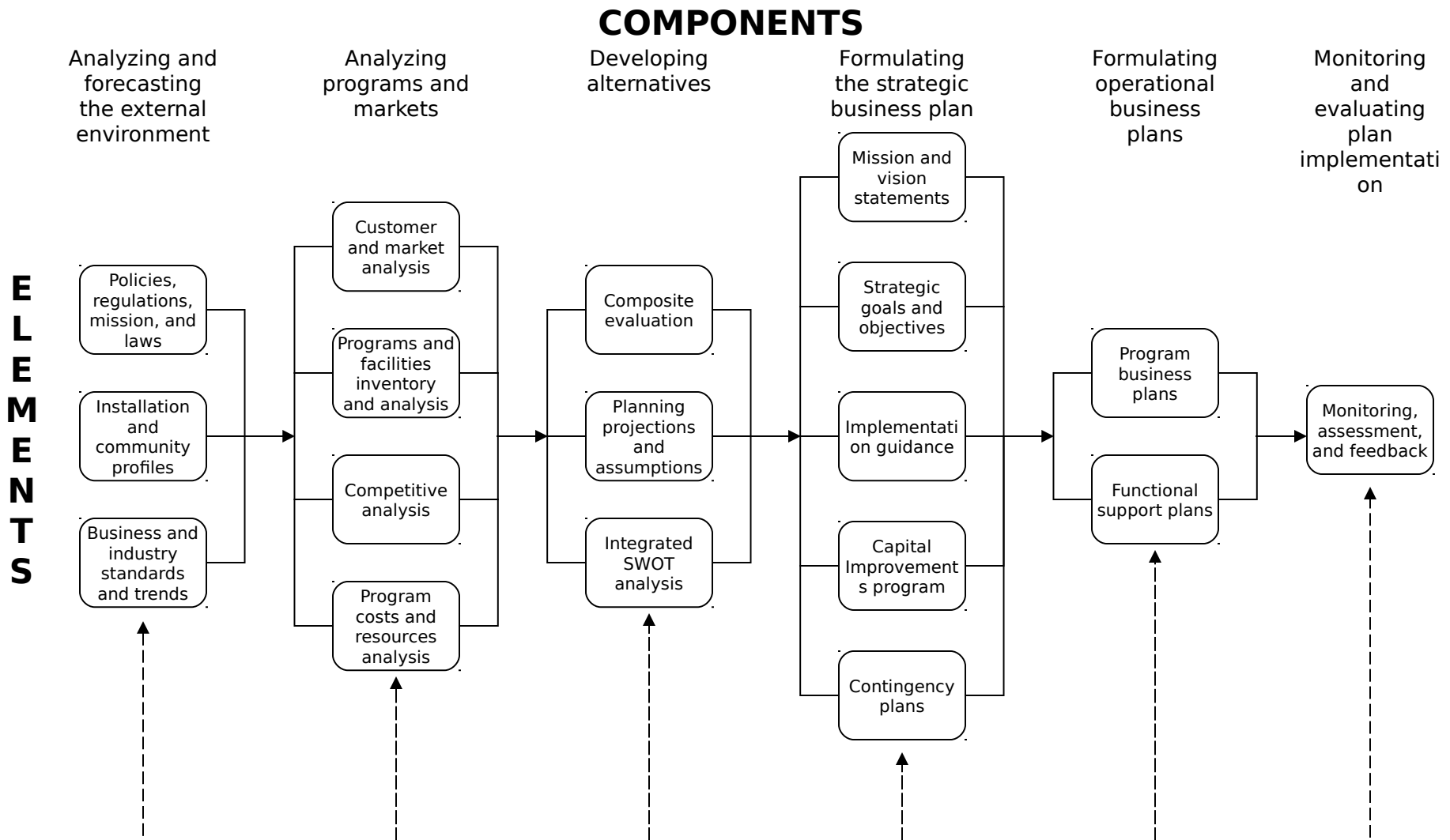
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## ▮ **NEXT STEPS**

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

Fort Carson

## ▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to 4 patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 4,801 surveys were distributed at Fort Carson



## ▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## Fort Carson

### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Carson:					
Active Duty	5,000	1,265	42	3.32%	±15.06%
Spouses of Active Duty	8,331	1,467	194	13.22%	±6.95%
Civilian Employees	3,088	879	251	28.56%	±5.93%
Retirees	8,862	1,190	311	26.13%	±5.46%
<b>Total</b>	<b>25,281</b>	<b>4,801</b>	<b>798</b>	<b>16.62%</b>	<b>±3.41%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

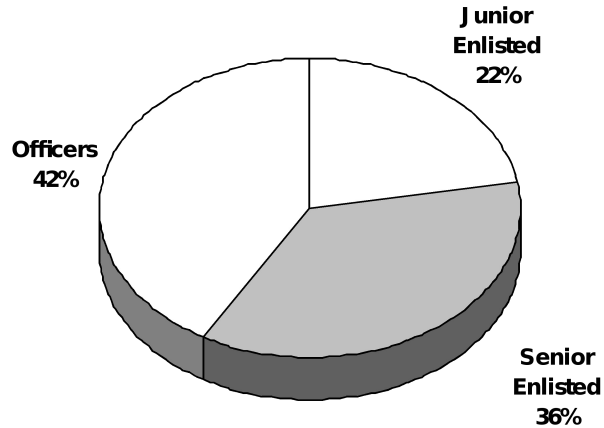
# PATRON SAMPLE\*

Fort Carson

## RESPONDENT POPULATION SEGMENTS

### ACTIVE DUTY

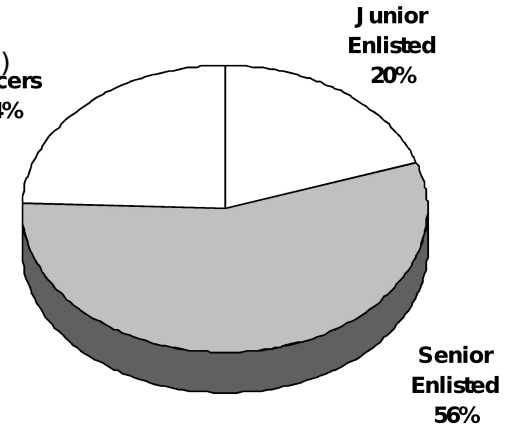
(n = 36)



### SPOUSES OF ACTIVE DUTY

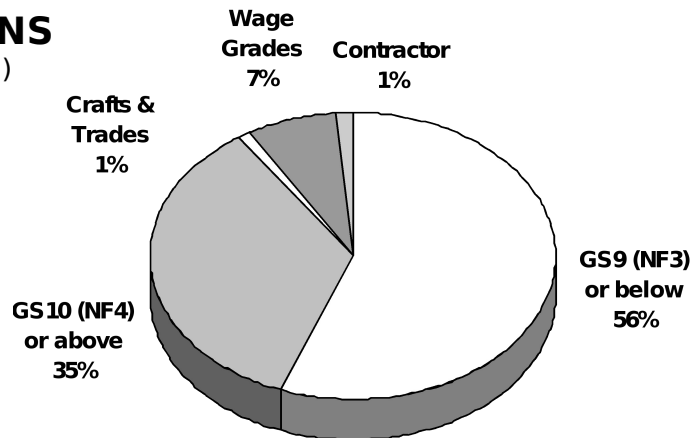
(n = 168)

Officers  
24%



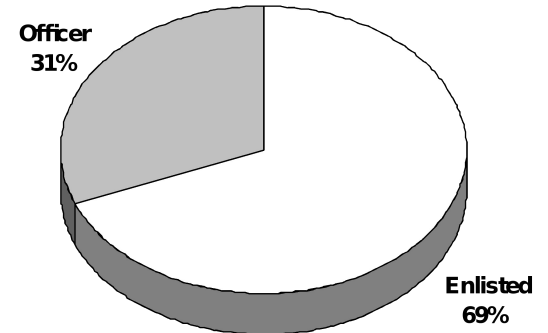
### CIVILIANS

(n = 233)



### RETIREES

(n = 224)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Fort Carson

## ▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## ▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT FORT CARSON

## Fort Carson

### **MOST FREQUENTLY USED FACILITIES**

Car Wash	49%
Library	32%
ITR	29%
Outdoor Recreation Center	29%
Post Picnic Area	28%

### **LEAST FREQUENTLY USED FACILITIES**

BOSS	3%
School Age Services	4%
Army Lodging	5%
Multipurpose Sports/Tennis Courts	5%
Bowling Pro Shop	6%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT CARSON\*

## Fort Carson

### FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Golf Course Pro Shop	4.51
Outdoor Recreation Center	4.51
Golf Course	4.50
School Age Services	4.46
Automotive Skills	4.46

### FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Army Lodging	3.40
BOSS	3.73
Youth Center	3.96
Athletic Fields	4.10
Bowling Food & Beverage	4.12

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FORT CARSON\*

## Fort Carson

### FACILITIES WITH HIGHEST QUALITY RATINGS\*

Golf Course	4.47
Golf Course Pro Shop	4.45
Golf Course Food & Beverage	4.40
Outdoor Recreation Center	4.33
Arts & Crafts Center	4.33

### FACILITIES WITH LOWEST QUALITY RATINGS\*

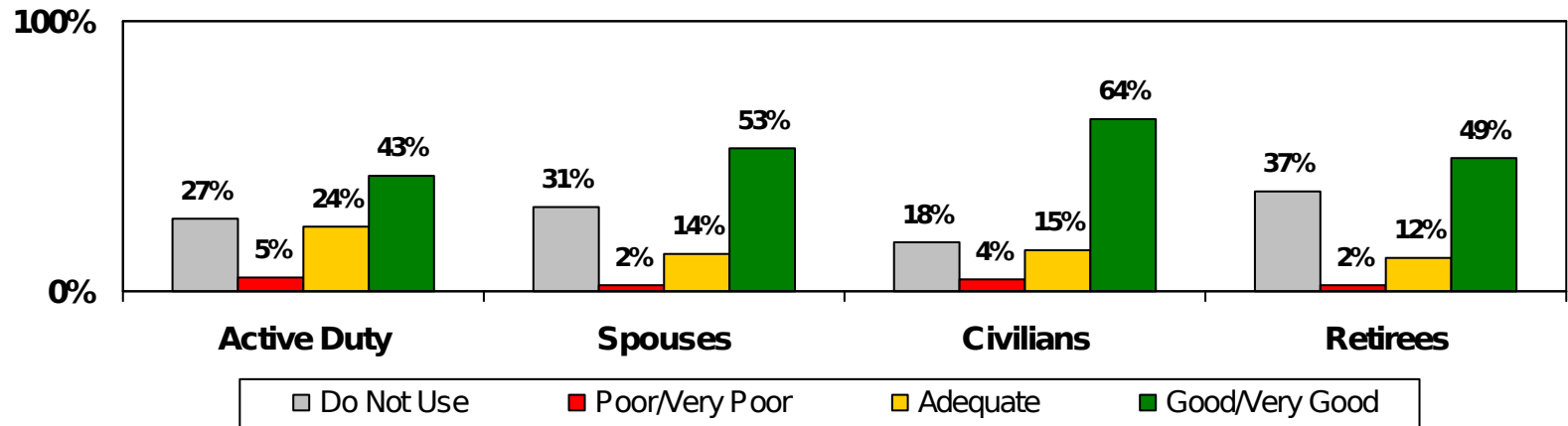
Army Lodging	3.66
BOSS	3.79
Athletic Fields	3.88
Bowling Food & Beverage	3.97
Bowling Center	3.98

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

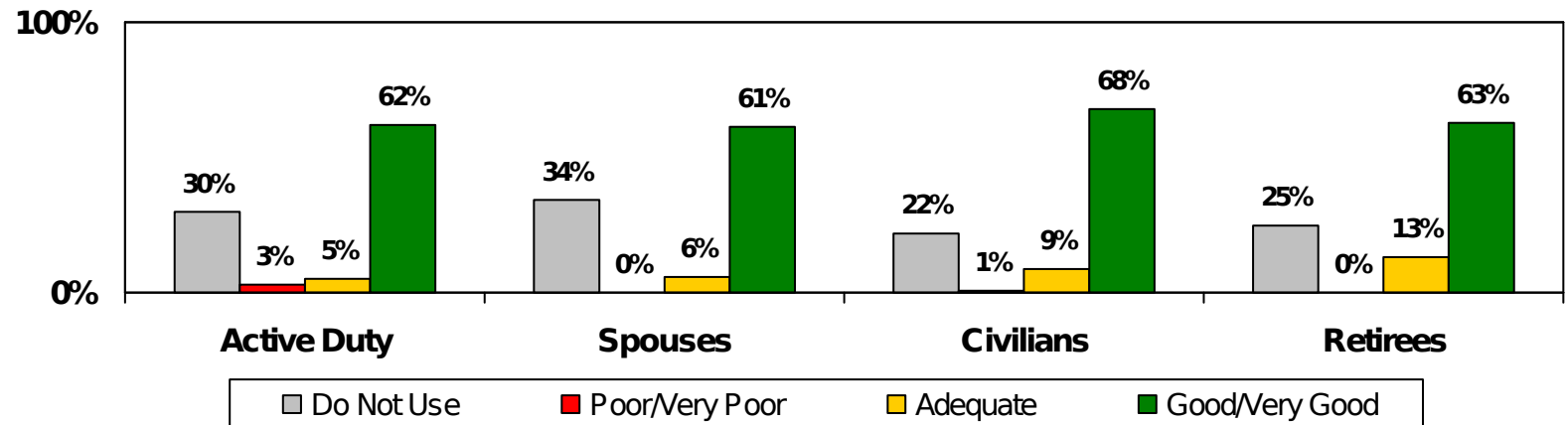
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Carson

## Quality of On-Post Services



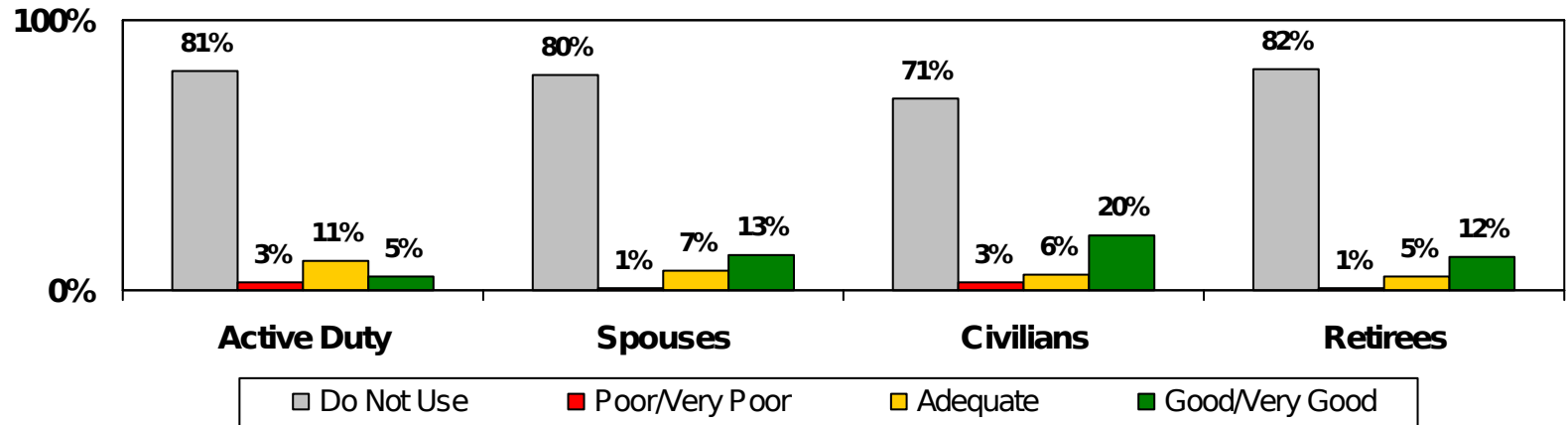
## Quality of Off-Post Services



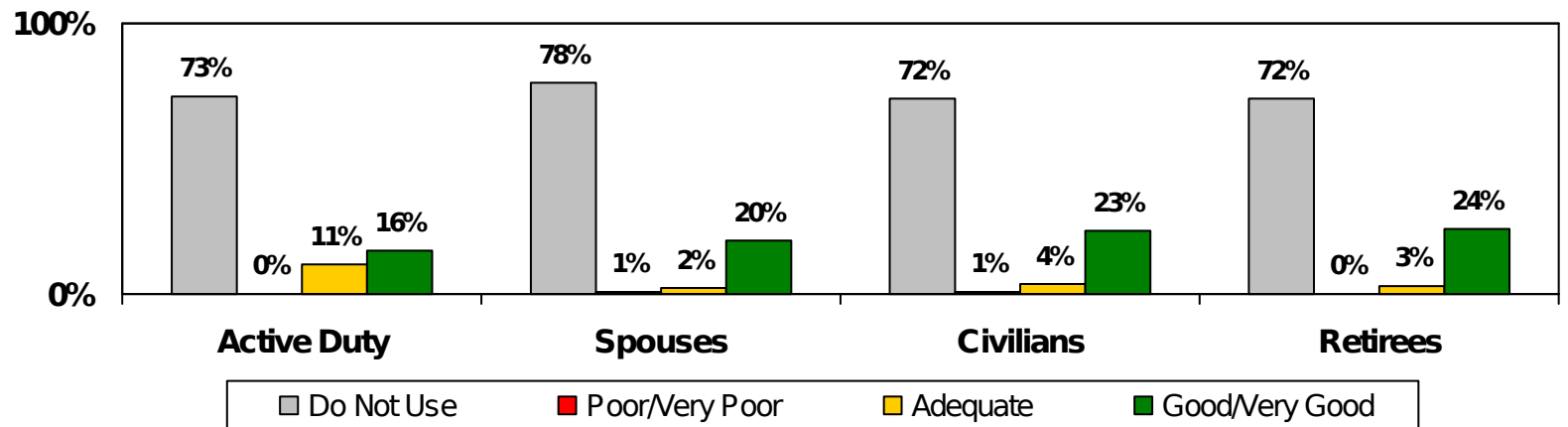
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Carson

## Quality of On-Post Services



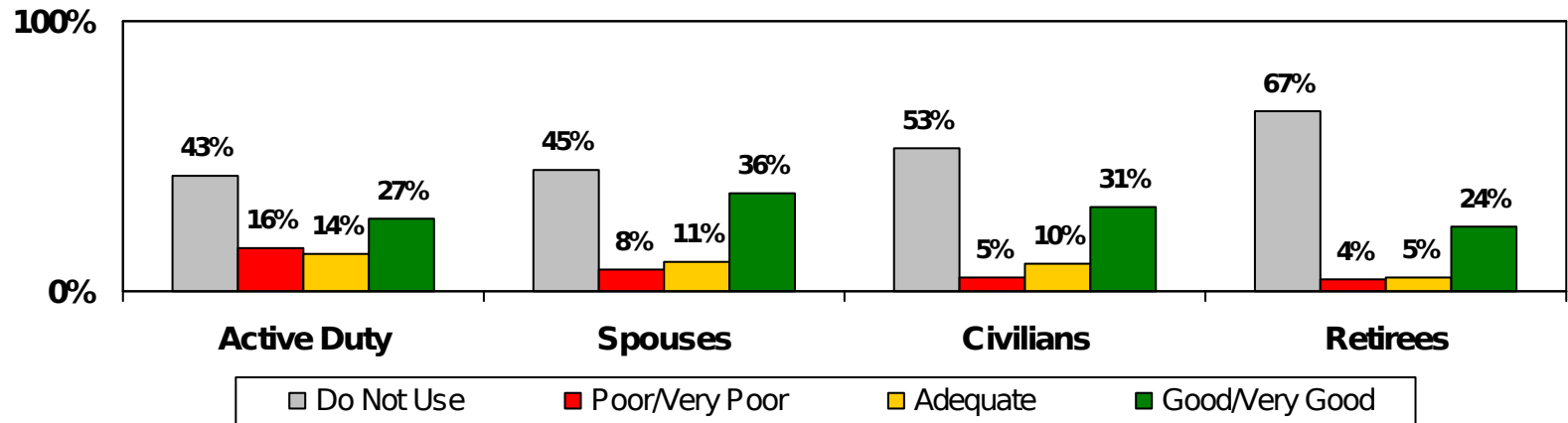
## Quality of Off-Post Services



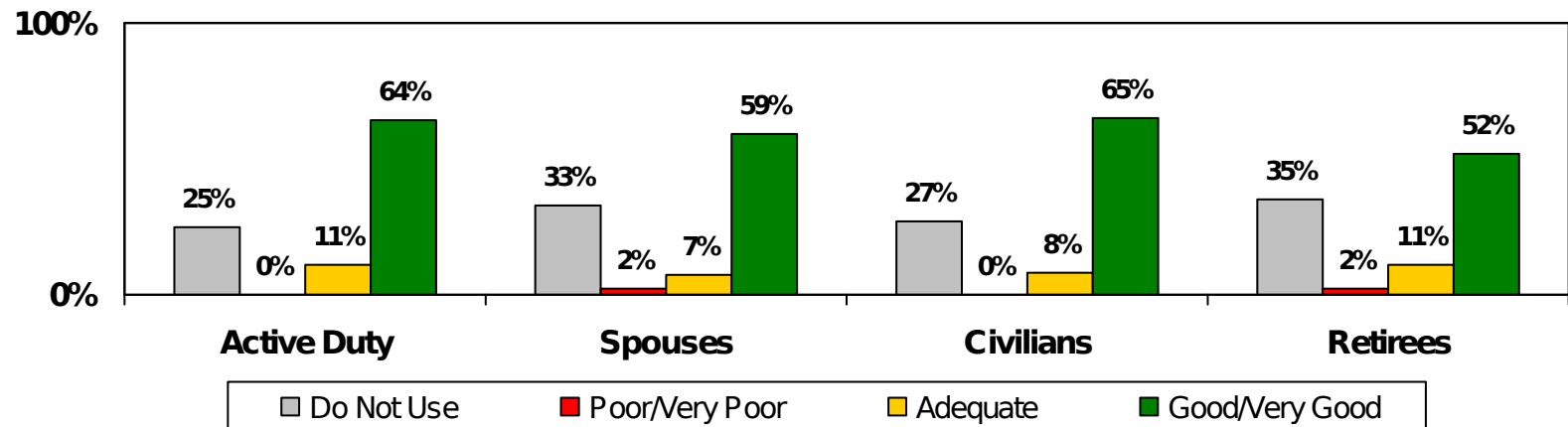
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Carson

## Quality of On-Post Services

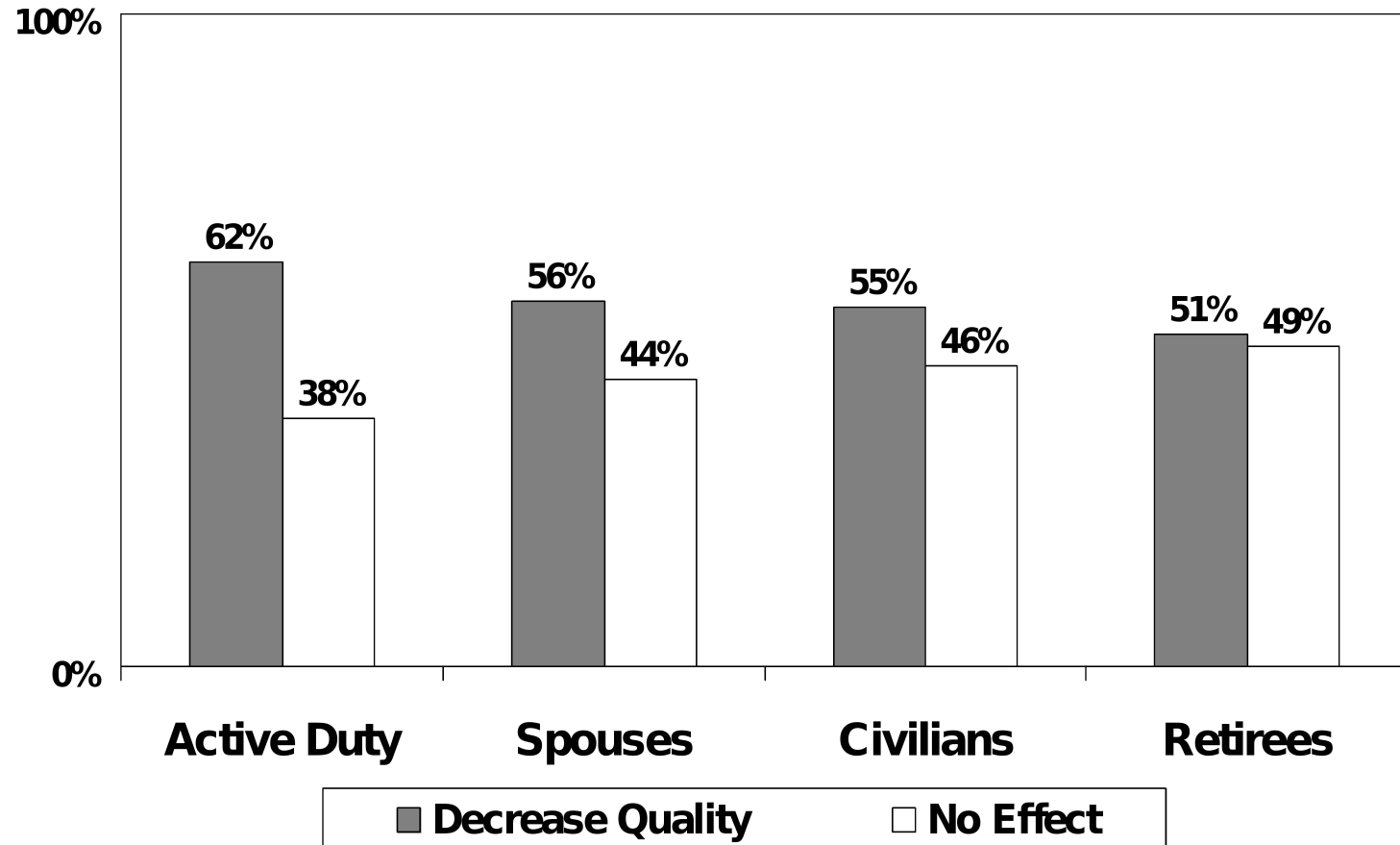


## Quality of Off-Post Services



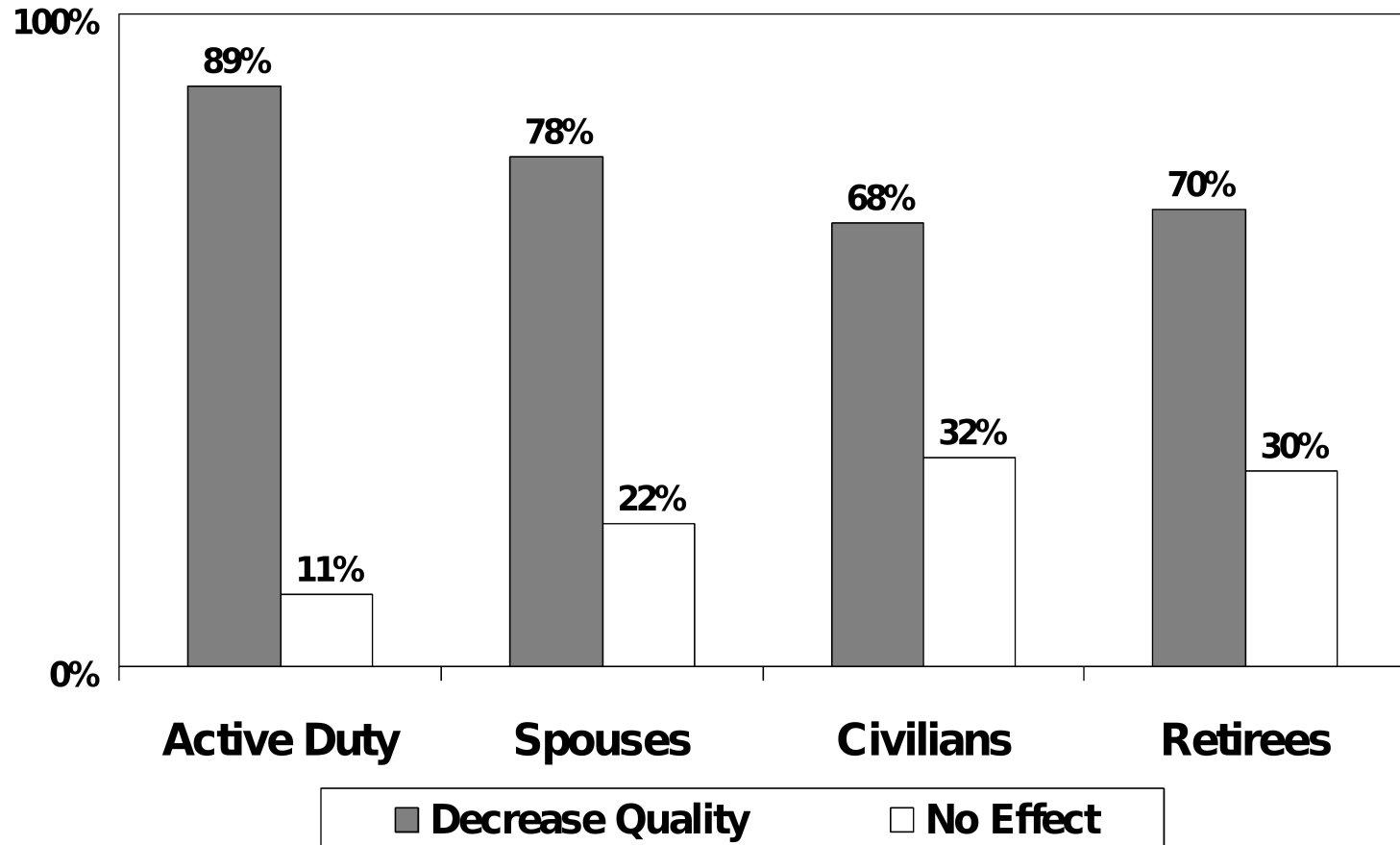
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Carson



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Carson





# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Carson

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Fitness Center/Gymnasium	69%
Army Lodging	63%
Library	62%
Child Development Center	58%
Youth Center	54%
School Age Services	42%
ITR Office	42%

RV Park	68%
Golf Course Pro Shop	53%
Bowling Pro Shop	53%
Clubs	46%
Marina	45%
Golf Course Food & Beverage	44%
Arts & Crafts Center	40%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

## Fort Carson

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	14%	12%	17%	10%	12%
E-mail	<b>46%</b>	<b>34%</b>	<b>48%</b>	14%	<b>32%</b>
Friends and neighbors	27%	28%	25%	<b>27%</b>	27%
Family Readiness Groups (FRGs)	32%	<b>38%</b>	4%	2%	21%
Bulletin boards on post	<b>46%</b>	30%	28%	26%	31%
Post newspaper	<b>54%</b>	<b>46%</b>	<b>48%</b>	<b>52%</b>	<b>50%</b>
MWR publications	27%	20%	29%	23%	24%
Radio	5%	4%	5%	8%	6%
Television	11%	8%	4%	9%	8%
My child(ren) let(s) me know	3%	5%	1%	1%	3%
Other unit members or co-workers	30%	11%	25%	11%	16%
Unit or post commander or supervisor	24%	5%	6%	3%	8%
Marquees/billboards	14%	23%	29%	16%	19%
Flyers	35%	26%	<b>39%</b>	<b>33%</b>	<b>32%</b>
Other	11%	11%	8%	14%	12%
I never hear anything	5%	12%	8%	16%	12%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	100%	93%
Better Opportunities for Single Soldiers	38%	N/A
Army Community Service	57%	52%
MWR Programs and Services	94%	82%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Carson

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL <sup>†</sup>
Information and Referral	63%	100%	0%
Outreach programs	50%	67%	33%
Family Readiness Groups	87%	77%	23%
Relocation Readiness Program	76%	89%	11%
Family Advocacy Program	79%	71%	29%
Crisis intervention	58%	60%	40%
Money management classes, budgeting assistance	74%	75%	25%
Financial counseling, including tax assistance	71%	78%	22%
Consumer information	42%	67%	33%
Employment Readiness Program	61%	80%	20%
Foster child care	34%	67%	33%
Exceptional Family Member Program	66%	67%	33%
Army Family Team Building	66%	67%	33%
Army Family Action Plan	53%	67%	33%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Carson

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	60%	97%	3%
Outreach programs	52%	89%	11%
Family Readiness Groups	90%	88%	12%
Relocation Readiness Program	74%	92%	8%
Family Advocacy Program	72%	87%	13%
Crisis intervention	57%	82%	18%
Money management classes, budgeting assistance	68%	79%	21%
Financial counseling, including tax assistance	68%	98%	2%
Consumer information	38%	88%	13%
Employment Readiness Program	65%	74%	26%
Foster child care	24%	100%	0%
Exceptional Family Member Program	68%	88%	12%
Army Family Team Building	60%	100%	0%
Army Family Action Plan	43%	100%	0%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	35%	43%
Personal job performance/readiness	40%	43%
Unit cohesion and teamwork	45%	46%
Unit readiness	52%	52%
Relationship with my spouse	44%	41%
Relationship with my children	50%	36%
My family's adjustment to Army life	41%	49%
Family preparedness for deployments	52%	62%
Ability to manage my finances	41%	35%
Feeling that I am part of the military community	52%	55%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	67%	83%
Helps minimize lost duty/work time due to lack of child care/youth services	67%	91%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	100%	51%
Allows me to work outside my home	100%	84%
Allows me to work at home	0%	68%
Offers me an employment opportunity within the CYS program	0%	62%
Allows me/my spouse to better concentrate on my/our job(s)	100%	79%
Provides positive growth and development opportunities for my children	100%	92%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	14%
Personal job performance/readiness	14%
Unit cohesion and teamwork	29%
Unit readiness	29%
Ability to manage my finances	0%
Feeling that I am part of the military community	14%
Relationship with my children (single parents)	0%
My family's adjustment to Army life (single parents)	0%
Family preparedness for deployments (single parents)	0%

\* Positive = moderate, great or very great extent



# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Carson

## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	71%
Going to movie theaters	62%
Entertaining guests at home	56%
Internet access/applications (home)	56%
Walking	47%
Gardening	37%
Special family events	37%
Cardiovascular equipment	34%
Plays/shows/concerts	32%
Automotive detailing/washing	32%

## Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	70%
Going to movie theaters	70%
Entertaining guests at home	66%
Internet access/applications (home)	62%
Walking	54%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	68%
Going to movie theaters	53%
Entertaining guests at home	52%
Internet access/applications (home)	52%
Walking	48%

## Top 5 for Active Duty

Watching TV, videotapes, and DVDs	88%
Going to movie theaters	81%
Internet access/applications (home)	63%
Entertaining guests at home	57%
Live entertainment	44%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	67%
Walking	50%
Going to movie theaters	46%
Internet access/applications (home)	46%
Entertaining guests at home	45%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Carson

## Team Sports

Basketball	7%
Softball	7%
Soccer	5%
Volleyball	4%
Touch/flag football	4%

## Outdoor Recreation

Picnicking	32%
Camping/hiking/backpacking	32%
Fishing	21%
Snow skiing/snowboarding	19%
Going to beaches/lakes	18%

## Social

Entertaining guests at home	56%
Special family events	37%
Happy/social hour	24%
Dancing	23%
Night clubs/lounges	23%

## Sports and Fitness

Walking	47%
Cardiovascular equipment	34%
Weight/strength training	27%
Bowling	23%
Running/jogging	21%

## Entertainment

Watching TV, videotapes, and DVDs	71%
Going to movie theaters	62%
Plays/shows/concerts	32%
Live entertainment	32%
Festivals/events	32%

## Special Interests

Internet access/applications (home)	56%
Gardening	37%
Automotive detailing/washing	32%
Automotive maintenance & repair	27%
Digital photography	26%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST\*

Fort Carson

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	32%	N/A	32%
Internet access (library)	23%	N/A	23%
Reference/research services	20%	N/A	20%
Cardiovascular equipment	19%	16%	34%
Multi-media (videos, DVDs, CDs)	17%	N/A	17%
Study/self development	16%	N/A	16%
Bowling	16%	7%	23%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

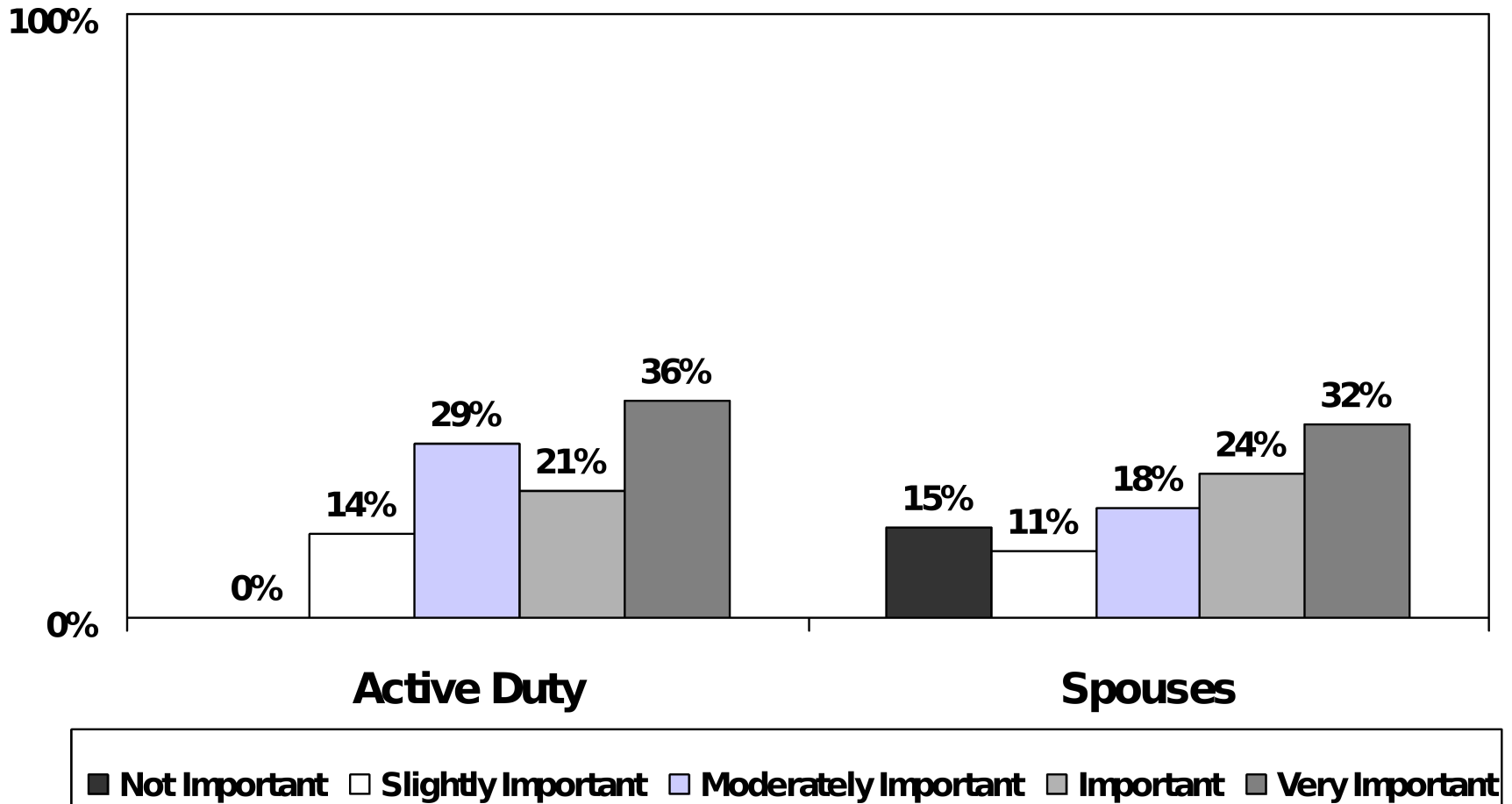
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	3%	6%	48%	56%
Gardening	1%	2%	34%	37%
Automotive detailing/washing	14%	8%	11%	32%
Automotive maintenance & repair	9%	8%	10%	27%
Digital photography	0%	6%	19%	26%
Computer games	0%	2%	20%	21%
Trips/touring	1%	17%	0%	18%

\*Top 7 special interest activity preferences ranked by overall participation.

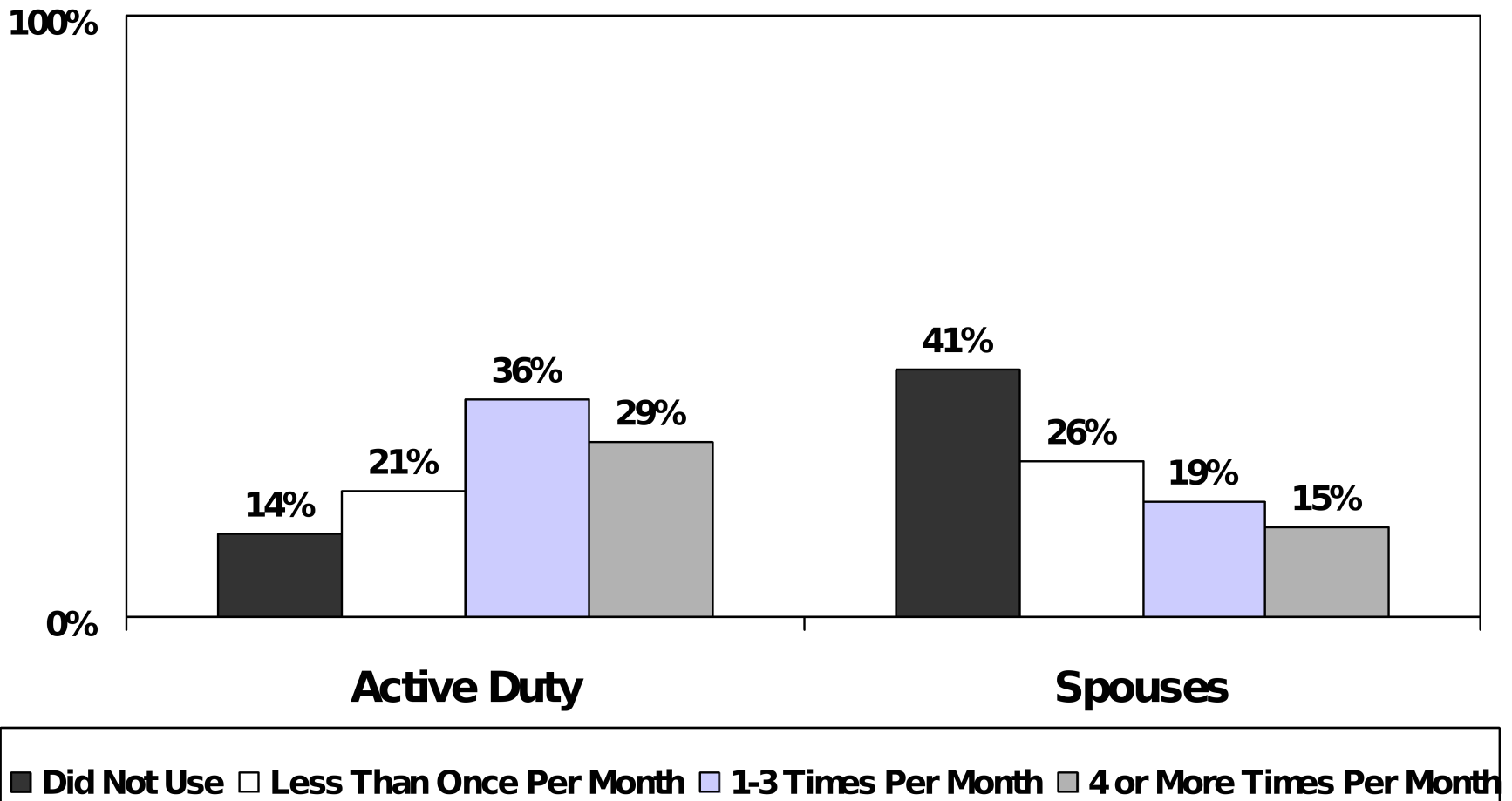
# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Carson



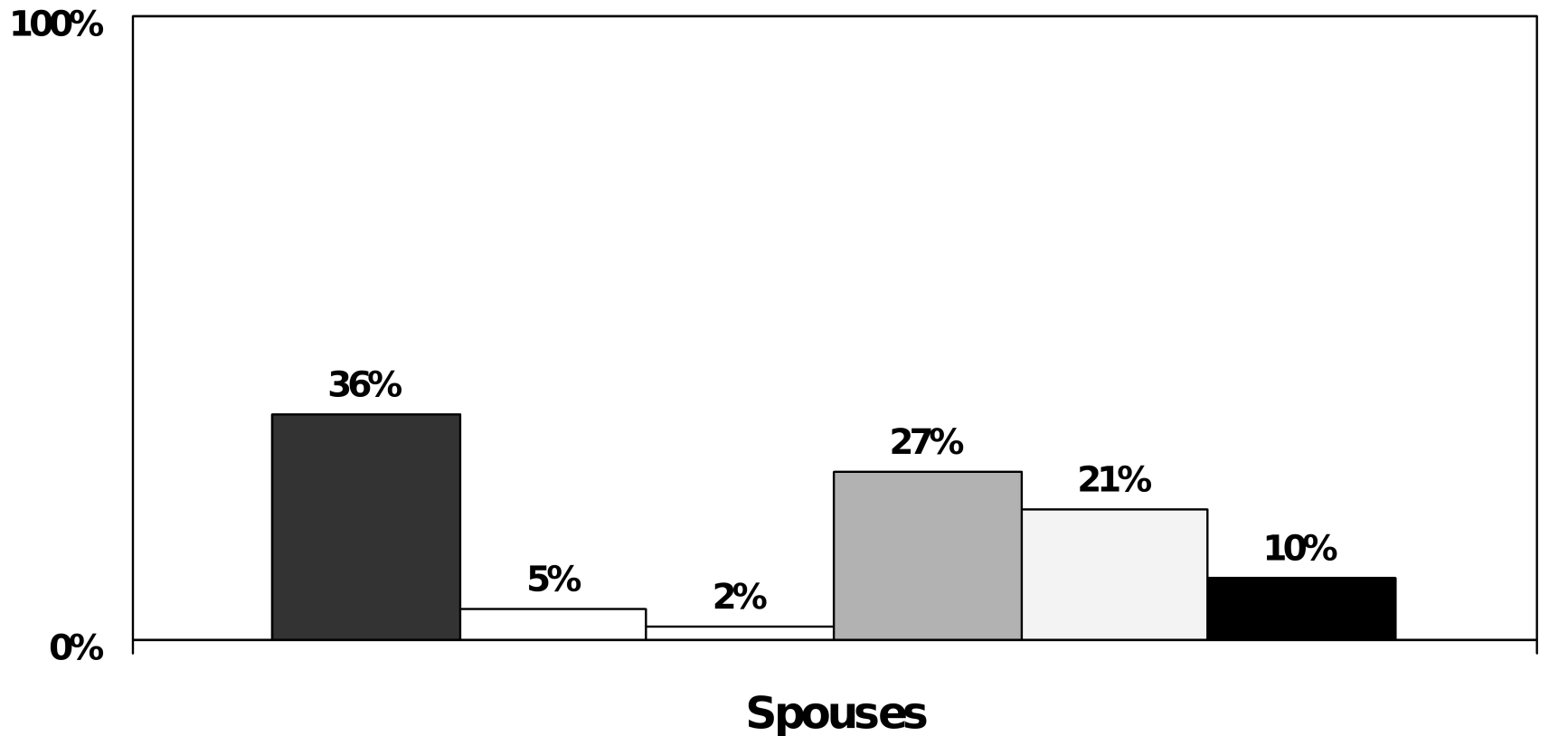
# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	9%
Probably will not make military a career	6%
Undecided	9%
Probably will make military a career	21%
Definitely will make military a career	56%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	10%
Not Sure	20%
Yes	70%



# NEXT STEPS

Fort Carson

## ▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## ▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)